



# Leadership & Management

Discussion for Lesson 5:  
Developing Leadership Vision





# Reading Objectives

1. The student will comprehend the desirable characteristics in a leader's vision.
  2. The student will comprehend the role each of the following play in a leader's vision:
    - 1) Mission Statement
    - 2) Strategic/Performance objective
    - 3) Value statement
    - 4) Slogan
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# Reading Objectives

3. The student will know and comprehend the Guidelines for Formulating a Vision.
  4. The student will know the three considerations of effective visionary leadership and explain why they are important.
  5. The student will know and comprehend the four “E’s” of visioning skills.
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# Discussion Objectives

1. The student will comprehend the role that each of the following play in a leader's vision:
    - a) Mission Statement
    - b) Strategic/Performance objective
    - c) Value statement
    - d) Slogan
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# Discussion Objectives

2. The student will know and comprehend the Guidelines for Formulating a Vision.
  3. The student will apply the concepts of this chapter to develop a vision for the NROTC Battalion (or Platoon or Squad.)
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# Vision Components

## ☛ Mission Statement

- What will be achieved, why it is worthwhile how it can benefit

## ☛ Strategic / Performance Objectives

- Milestones that must be passed to meet the ideological objectives

# Vision Components

## Value Statement

- List of Values -- how they are related and how they will be expressed.

## Slogan

- Summarize values in simple terms.
- Overemphasis of slogans can trivialize the vision.

# Guidelines to Formulate a Vision

- ☛ Involve key stakeholders such as senior officers, peers, senior enlisted, subordinates
- ☛ Identify strategic objectives with wide appeal looking for shared values and ideals
- ☛ Identify relevant elements in the old ideology that may be worthy of preservation in the foreseeable future

# Guidelines to Formulate a Vision

- ☛ Link the vision to core competencies
- ☛ Evaluate the credibility of the vision
- ☛ Continually assess and refine the vision, including looking for ways to make the vision more appealing and credible.

# Battalion Vision Exercise

- Imagine you have been selected as next semester's Battalion CDR.
- Groups (of 4 students each) will be formed to draft:
  - Mission Statement
  - Strategic/Performance Objectives
  - Value Statement
  - Slogan.
- The Class will compare the Group Drafts.
- The Class will pick the best Vision.

# Next Class

- ✓ *Planning for Mission Accomplishment*
- ✓ Read: Leadership & Management, Chapter 6.
- ✓ Written Assignment 2 is due at the start of lesson 11.



# Summary

- ✓ Four Components of Vision
  - ✓ Six Vision Formulation Guidelines
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